

2021

SPONSOR OPPORTUNITY

INFORMATION PACKET



West Valley City National Night Out Program

West Valley City Community & Economic Development Department
Neighborhood Services Division
3600 S Constitution Boulevard, Suite 220 | West Valley City, Utah 84119
neighborhoods@wvc-ut.gov
www.wvc-ut.gov/nno





WWW.WVC-UT.GOV/NNO

West Valley City National Night Out

Dear Community Partner:

Throughout the month of August, West Valley City will PROUDLY join thousands of communities nationwide for the **38th** annual National Night Out crime and drug prevention program. In 2019 we estimate that over 12,000 residents participated in events hosted by the City or held in neighborhoods. The City sponsored, planned and hosted two safety fairs and one community-wide party. Additionally, fifty known block parties were held in various neighborhoods around the City. Finally, the City was involved in several neighborhood watch meetings, trainings, public speaking engagements and community events. Sadly, COVID-19 prevented our robust program from moving forward with most of our usual plans in 2020, but we were still able to host and participate in several drive thru style health and wellness fairs. For **17** consecutive years the National Association of Town Watch has recognized West Valley City as a National leader for communities with populations between 100,000 - 299,000. A list of the 2021 events being planned are included on the next page.

2019 was an amazing year, and we hope to bring that energy back in 2021. Community sponsors graciously stepped forward to support these events making this West Valley City tradition even stronger! With continued support of community-conscious sponsors, the West Valley City National Night Out program will provide meaningful crime prevention education opportunities to the residents of West Valley City and help build stronger neighborhoods in our great community. In the following pages of this sponsorship packet you will find detailed information about how you, as a sponsor, can receive maximum benefits and exposure.

Thank you for your time and consideration of this opportunity.

Sincerely,
Craig D. Thomas
Neighborhood Services Director



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About West Valley City

ABOUT WVC	WVC NNO OUTLINE						
<p>WVC: Utah's Second Largest Community</p> <p>Our Target Audience:</p> <ul style="list-style-type: none"> ALL residents of West Valley City <p>Our Goals:</p> <ul style="list-style-type: none"> Heighten crime and drug prevention awareness; Generate support for, and participation in, local anti-crime programs; Strengthen neighborhood spirit and police-community partnerships; and Inform criminals that West Valley City neighborhoods are organized and fighting back. <p>West Valley City Demographics:</p> <ul style="list-style-type: none"> 133,617 citizens, Utah's second-most populous city (2013 estimate) 43,656 households (2013 estimate) 50.4% male; 49.6% female (2010 Census) Median age: 30.6 years old (2013 estimate) 54.7% of the population is married (2013 estimate) 53.7% of the population is Caucasian, 33.1% of the population is Hispanic or Latino, 4.9% is Asian (2010 Census) Median household income is \$62,895 (2013 estimate) <p>Estimated Outreach: (estimate only because all event are free to attend, and do not have controlled entry points)</p> <ul style="list-style-type: none"> 2014 - 10,000+ 2015 - 10,000+ 2016 - 10,000+ 2017 - 10,000+ 2018 - 11,000+ 2019 - 12,000+ <p>Admission Cost:</p> <ul style="list-style-type: none"> ALL events are FREE <p>Websites of interest:</p> <ul style="list-style-type: none"> www.wvc-ut.gov/nno www.wvc-ut.gov/neighborhoods www.natw.org 	<p>WVC: Utah's Largest NNO Program</p> <p>Tuesday, August 3 Neighborhood Block Parties Locations vary Times vary</p> <p>Monday, August 23</p> <table> <tr> <td>Senior Safety & Health Fair</td><td>Family Safety Fair & Bicycle Safety Rodeo</td></tr> <tr> <td>Family Fitness Center</td><td>Family Fitness Center</td></tr> <tr> <td>9:00 am to 11:00 pm</td><td>4:30 to 6:30 pm</td></tr> </table> <p>Friday, August 20 Neighborhood Block Parties Locations vary Times vary</p> <p>Wednesday, September 1 Community Heroes Celebration (WRAP UP PARTY!) Fairbourne Station Plaza & Promenade 5:30 to 8:00 pm</p> <p>Other events, meetings & appearances as requested.</p> <p>Other City events taking place in August: WorldStage! Summer Concerts, August 2,9 Wasatch International Food Festival, August 14 Food Trucks at Fairbourne, Every Wednesday</p>	Senior Safety & Health Fair	Family Safety Fair & Bicycle Safety Rodeo	Family Fitness Center	Family Fitness Center	9:00 am to 11:00 pm	4:30 to 6:30 pm
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SPONSOR LEVELS		SPONSOR SIGN UP	
Platinum Level Sponsor <ul style="list-style-type: none"> Reserved for event organizing City Departments 		ALL sponsorship requests will be reviewed by the West Valley City Attorneys Office to guarantee that the mission and goals of the requesting business/organization meet with the vision and goals of West Valley City and the National Night Out program.	
Gold Level Sponsor \$3,000 <ul style="list-style-type: none"> Logo (large) included on sponsors banners located throughout West Valley City Logo (large) included on sponsors poster at ALL events and neighborhood block parties Space at City sponsored events (if requested) Handout of any promotional materials/coupons in block party event packets (due 07/01) Logo (large) and link on the sponsor web page 		Name:	
		Address:	
		Zip Code:	
		Website:	
		Facebook:	
Silver Level Sponsor \$2,000 <ul style="list-style-type: none"> Logo (medium) included on sponsors poster at ALL events and block parties Handout of any promotional materials/coupons in block party event packets (due 07/01) Logo (medium) and link on the sponsor web page 		<ul style="list-style-type: none"> Is this your first year participating in the WVC NNO program? No / Yes Please attach a document outlining your interest in the program and how your business/organization fits with the intent and mission of the NNO program. 	
Bronze Level Sponsor \$1,000 <ul style="list-style-type: none"> Logo (small) on the sponsor web page 		SPONSOR CONTACT	
		ALL sponsorship requests will be reviewed by the West Valley City Attorneys Office to guarantee that the mission and goals of the requesting business/organization meet with the vision and goals of West Valley City and the National Night Out program.	
		Name:	
		Email Address:	
		Office Number:	Cell Number:
		INTEREST LEVEL	
		<input type="radio"/> Gold <input type="radio"/> Silver <input type="radio"/> Bronze	
		<input type="radio"/> Prefer to make a cash donation. Checks should be made payable to West Valley City: NNO <input type="radio"/> Prefer to make an in-kind donation. Please describe the market value:	
<p>Please provide a logo in pdf, jpg & eps vector formats along with any style-guide requirements.</p>			



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